

## AZ.gov Logo

### Reproduction

The logo should be reproduced only from copies of the designer's master . It should be reproduced in a solid, unbroken tone on a solid, unbroken background, preferably solid white. If enlarged or reduced in size, the relative proportions of each component of the design must remain unchanged. This can be done by holding down the shift key while enlarging or reducing the logo.

### Sizing

The minimum size to which the logo may be reduced is:

Web = 200 pixels wide

Print = 2 inches wide

### Tagline

The standard tagline associated with the logo is "Arizona's Official Web Site". When the logo is designated to appear with this tagline it must be placed below the logo (See Figure 1).

### Spacing

The logo may not be used in conjunction with any other elements in such a way that these elements could be interpreted as being a part of the logo design. If a line of lettering is to be placed centrally above or below the logo, its length must not be less than 1x horizontally and 1x vertically where x represents the height of the text in the logo.

Figure 1



## AZ.gov Logo Colors

Only these colors may be used when replicating or printing the AZ.gov logo

### Spot and Process Printing

Yellow = Pantone 012c

Swatch Options dialog for Pantone Yellow 012 C. Swatch Name: PANTONE Yellow 012 C. Color Type: Spot Color. Global: checked. Color Mode: CMYK. CMYK values: C=0%, M=4%, Y=100%, K=0%.

Red = Pantone 187c

Swatch Options dialog for Pantone 187 C. Swatch Name: PANTONE 187 C. Color Type: Spot Color. Global: checked. Color Mode: CMYK. CMYK values: C=15.87%, M=100%, Y=87.48%, K=5.77%.

Blue = Pantone 276c

Swatch Options dialog for Pantone 276 C. Swatch Name: PANTONE 276 C. Color Type: Spot Color. Global: checked. Color Mode: CMYK. CMYK values: C=100%, M=100%, Y=0%, K=58%.

Copper = Pantone 1605 1c

Swatch Options dialog for Pantone 1605 C 1. Swatch Name: PANTONE 1605 C 1. Color Type: Spot Color. Global: checked. Color Mode: CMYK. CMYK values: C=0%, M=56%, Y=100%, K=30%.

### Web Hexidecimal Colors

Swatch Options dialog for Pantone Yellow 012 C. Swatch Name: PANTONE Yellow 012 C. Color Type: Spot Color. Global: checked. Color Mode: Web Safe RGB. RGB values: R=FF, G=E8, B=00.

Swatch Options dialog for Pantone 187 C. Swatch Name: PANTONE 187 C. Color Type: Spot Color. Global: checked. Color Mode: Web Safe RGB. RGB values: R=C4, G=12, B=30.

Swatch Options dialog for Pantone 276 C. Swatch Name: PANTONE 276 C. Color Type: Spot Color. Global: checked. Color Mode: Web Safe RGB. RGB values: R=0F, G=00, B=4E.

Swatch Options dialog for Pantone 1605 C 1. Swatch Name: PANTONE 1605 C 1. Color Type: Spot Color. Global: checked. Color Mode: Web Safe RGB. RGB values: R=86, G=66, B=12.

### Colors and Background

White is the preferred background color for the logo. Any other color background other than samples provided by AZ.gov or GITA must be approved before use.

#### Preferred



#### Black and White



#### One Color



#### One Color Reversed



## AZ.gov Logo

### Unacceptable Versions of the AZ.gov Logo

#### Skewed



#### Tilted



#### Condensed or Stretched



#### Use of non standard logo colors



#### Use of non standard background color



#### Use of images in the background



#### Altering layout of logo in any form



#### Placing text or graphics within logo's X space



#### Text or graphics overlapping logo



#### Placing tagline anywhere other than below logo



#### Enclosing logo within a Graphic



#### Placing another logo within the AZ.gov X space



For more information, graphics, or any other questions relating to this brochure please contact:  
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